



Part of a series of end-user case studies on Intec products

HEN PARTY SUPERSTORE SAYS 'YES' TO INTEC TRIO



When it came to choosing a suitable partner to supply their in-house printing, print embellishment & cutting equipment - Hen Party Superstore said 'yes' to the Intec proposal of a perfectly matched suite of solutions, for their every need.

Based in Telford, England, 'Hen Party Superstore' and its sister company, 'Play & Party', are both part of the Blue Cockerel Group - a long-established family run business.



The company made the corporate decision to bring their printing and finishing facility fully in-house and also to upgrade current plant to a much higher level. Mark Hoar, managing director of Blue Cockerel, set about sourcing an appropriate provider and it was during a visit to the UK Print Show 2018 that he discovered Intec Printing Solutions.

Mark, and operations manager, Sophie Thornton, were extremely impressed with the diverse range of equipment in the Intec range. With high quality digital printing, stunning metallic foiling and totally controllable cutting and creasing solutions - this was a match made in heaven!

Continued...



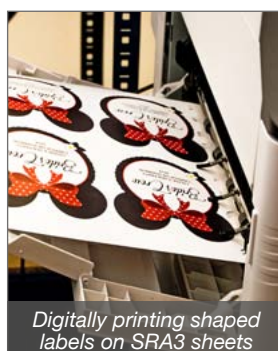
Creating personalised chocolate bar wrappers is easy with the ColorSplash and ColorFlare. Stunning metallic gold foil has been applied to these examples, even half-tone is possible, too!

THE CHOSEN ONES ...



ColorSplash

**DIGITAL
PRINTING**



Digitally printing shaped labels on SRA3 sheets



colorflare

**FOILING &
LAMINATION**



Gold foiling to create chocolate bar wrappers



colorcut

**CUTTING &
CREASING**



Digitally cutting circular inserts for compact mirrors

#1




Ultra-sharp and extremely fast - the ColorSplash CS4000 is 'really liked' at Blue Cockerel

ColorSplash print quality, speed, functionality and affordability

Having seen the Intec kit in action at the Print Show, Blue Cockerel were pretty sure they were making the right choice, but before officially placing their order, Intec offered to sample and calculate costings for two of Blue Cockerel's regular print items. This was easily done via Intec's iCat cost calculator, which has been developed in conjunction with the Fiery XF RIP. Basically, any PDF can be measured and calculated against ColorSplash consumables costings to obtain the real printing costs per sheet. The resulting figures met with a very favourable reaction and a subsequent purchase order for all three Intec devices was issued.



iCat cost calculator. Precise job cost of ColorSplash consumables

Since upgrading to the ColorSplash CS4000, Blue Cockerel has really noticed the difference in print quality. "We *really like* the ColorSplash, it handles any media we've chosen to run through it and the sharpness and colour is superb. One of the features we're really appreciating, is the three drawer stand. Having different media options loaded and ready to print on



The Intec ColorSplash CS4000

to at any given time is an absolute boon." commented Jamie, from the design studio.



The three drawer high capacity feeder - perfect for keeping different media types in-line

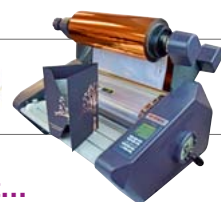


SRA3 sheet labels coming off the CS4000

"We were delighted to be able to choose an innovative UK based company such as Intec to partner with on this important expansion. The product installation and training was excellent, as was the advice from the sales team. They come highly recommended."

MARK HOAR
managing director

#2

No more faking it...

"Metallic foiling? Yes, Yes, YES! With our new ColorFlare CF350 we can produce the real thing - no more trying to simulate 'rose gold' and faking other special effects out of CMYK toner. We are so happy with this machine," said Sophie. "Our hens are looking for glitzy bling and glam", and the ColorFlare adds it all so easily - we're in love with metallic gold and rose gold - it's the real thing."



'Bride to Be' labels being foiled on the ColorFlare CF350

More than just metallic foiling

Although metallic foiling is a major attraction, ColorFlare is perfectly at home adding lamination and holographic effects to printed sheets.

Regardless of which model used, all ColorFlare devices can be used to great effect across a wide range of media substrates. The process...

is fast and economical, the end results are limited only by the user's creativity - and the whole production can be carried out for as many or few pieces as required. Readers might be interested to know that the CF1200 and CF750 models are also available in the ColorFlare range.



The popular 'Crystal' holographic effect film added to travel postcards

#3

colorCUT



Cutting and creasing ANY shape and expanding our lines

The ColorCut FB520 is a very compact and useful digital cutting and creasing device. "At Blue Cockerel, we have plans to really put this machine in to action," continued Sophie. "Bottle labels, stickers and novelty items are some of our best sellers. We can design and produce exactly what we need, to meet customer demands - as well as adopting emerging trends. Plus, having this kind of kit in-house means we can produce results instantly!"



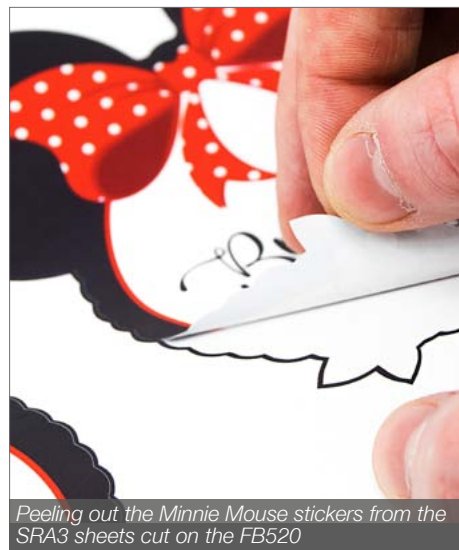
The ColorCut FB520 cutting dozens of circular personalised images

New revenue streams

Having this production suite in-house has also given Blue Cockerel ideas about developing an even wider range of bespoke products to add to both company's ranges. Card games and novelty fun items are just a couple of ideas currently in the pipeline for development. "It's so easy to experiment with new ideas, shapes and finishes," enthused Sophie. "Having the kit on tap and not incurring outsourced charges has set us free to exploit the market."



The dual tool head digitally cutting Minnie Mouse stickers



Peeling out the Minnie Mouse stickers from the SRA3 sheets cut on the FB520

"We're now typically turning round 100 orders a day and the quality and functionality of the Intec kit is really helping us satisfy the high expectations of our fantastic customers."

SOPHIE THORNTON
Operations manager

Intec sales and service

Managing director, Mark Hoar, rounded up the conversation, by adding, "We are delighted to be able to choose an innovative UK based company such as Intec to partner with on this important expansion. The product installation and training was excellent, as was the advice from the sales team. They come highly recommended."

